What is claimed is:

1. A radio transmission apparatus comprising:

first spreading means for spreading a pilot signal;

superimposing means for superimposing the spread pilot signal on transmission data; and

transmitting means for transmitting the output signal of this superimposing means by time division or frequency division.

2. The radio transmission apparatus according to claim 1, wherein the transmitting means transmits a signal resulting from multiplexing signals of a plurality of channels from one transmission antenna.

3. A radio reception apparatus comprising:

receiving means for receiving a signal transmitted from the radio transmission apparatus according to claim 1; and

despreading means for extracting a pilot signal by despreading the output signal of this receiving means.

4. The radio reception apparatus according to claim 3, further comprising channel estimating means for performing a channel estimation using the pilot signal.

5. The radio reception apparatus according to claim 3, further comprising distance estimating means for performing a distance estimation using the pilot signal.

6. The radio reception apparatus according to claim 3, further comprising:

second spreading means for spreading the pilot signal output from the despreading means; and

eliminating means for subtracting the output pilot signal of said second spreading means from the output signal of the receiving means.

7. A radio communication terminal apparatus equipped with a radio transmission apparatus, said radio transmission apparatus comprising:

first spreading means for spreading a pilot signal;

superimposing means for superimposing the spread pilot signal on transmission data; and

transmitting means for transmitting the output signal of this superimposing means by time division or frequency division.

8. A radio communication terminal apparatus equipped with a radio reception apparatus, said radio reception apparatus comprising:

receiving means for receiving a signal transmitted from the radio transmission apparatus according to claim 1; and

despreading means for extracting a pilot signal by despreading the output signal of this receiving means.

9. A radio communication base station apparatus equipped with a radio transmission apparatus, said radio transmission apparatus comprising:

first spreading means for spreading a pilot signal;

superimposing means for superimposing the spread pilot signal on transmission data; and

transmitting means for transmitting the output signal of this superimposing means by time division or

frequency division.

10. A radio communication base station apparatus equipped with a radio reception apparatus, said radio reception apparatus comprising:

receiving means for receiving a signal transmitted from the radio transmission apparatus according to claim 1; and

despreading means for extracting a pilot signal by despreading the output signal of this receiving means.

11. A radio communication method comprising steps of:

spreading a pilot signal, superimposing the spread pilot signal on transmission data and transmitting the superimposed signal by time division or frequency division on a transmitting side; and

despreading the reception signal and extracting the pilot signal on a receiving side.